

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicant: | Venkatesh Veeraraghavan et al. | Examiner: | Muktesh G. Gupta |
| Application No.: | 10/782,563 | Group Art Unit: | 2444 |
| Filed: | February 18, 2004 | Docket No.: | 50037.238US01 |
| Title: | CONTENT TARGETING WITH AUDIENCES | | |

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION FILED WITH
REQUEST FOR CONTINUED EXAMINATION**

Mail Stop AF
Commissioner for Patents
Attn: Examiner Muktesh G. Gupta
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This Amendment is being filed with a Request for Continued Examination (RCE) in response to the Final Office Action mailed August 20, 2009. A two-month extension of time is being filed herewith to extend the period of response from November 20, 2009 to January 20, 2010. The fees for the RCE and the 2-month extension of time are being paid herewith by credit card.

Please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.